

In the Claims:

1. (Currently Amended) A product which is part of a series of products, wherein the products include at least one of a washer, dryer, refrigerator, freezer, oven, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven, the product made by the process of:

(a) establishing a product personality for a-the product series by creating a perceptual map having a plurality of axes that are exclusive and differentiated;

(b) correlating the product personality with a visual characteristic of the product series as viewed by a customer; and

(c) designing the product based on the correlation.

2. (Previously Presented) The product of claim 1, wherein the step of establishing the product personality further includes the step of establishing at least one personality characteristic of the product series.

3. (Original) The product of claim 2, wherein the step of establishing at least one personality characteristic further includes the step of assigning at least one adjective to the personality characteristic.

4. (Canceled)

5. (Canceled)

6. (Canceled)

7. (Previously Presented) The product of claim 1, wherein the step of correlating the product personality with a visual characteristic of the product series as viewed by a consumer further includes the step of selecting a configuration for at least a component of the product series.

8. (Previously Presented) The product of claim 7, wherein the step of selecting a product configuration further includes the step of selecting a texture of at least a component of the product series.

9. (Previously Presented) The product of claim 7, wherein the step of selecting a product configuration further includes the step of selecting an architecture of at least a component of the product series.

10. (Previously Presented) The product of claim 7, wherein the step of selecting a product configuration further includes the step of selecting a brand identifier of the product series.

11. (Original) The product of claim 10, wherein the brand identifier comprises a logo.

12. (Previously Presented) The product of claim 10, wherein the step of selecting a brand identifier further comprises the step of establishing at least one personality characteristic of the product series.

13. (Original) The product of claim 12, wherein the step of establishing at least one personality characteristic further includes the step of assigning at least one adjective to the personal characteristic.

14. (Canceled)

15. (Original) The product of claim 1, wherein the step of designing a product based on the correlation further comprises the step of selecting a brand to create a brand identifier.

16. (Previously Presented) The product of claim 15, wherein the step of selecting a brand to create a brand identifier further includes the step of correlating the brand identifier with a predetermined appearance of at least a component of the product series.

17. (Currently Amended) A method of creating a product which is part of a series of products, wherein the products include at least one of a washer, dryer, refrigerator, freezer, oven, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven, the method comprising the steps of:

(a) establishing desired brand personalities for athe series of products;

(b) mapping customer perceptions of the brand personalities, the perceptual mapping having a plurality of axes that are exclusive and differentiated;

(c) correlating visual characteristics of the brand personalities to a desired brand;

(d) determining visual characteristics of the desired brand; and

(e) designing a product appearance in response to the visual characteristics of the desired brand.

18. (Currently Amended) A method of creating brand equity in a series of products, wherein the products include at least one of a washer, dryer, refrigerator, freezer, oven, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven, the method comprising the steps of:

(a) assigning desired product personality adjectives to a current brand, the brand including a series of products;

(b) associating a plurality of images and a plurality of dominant personality traits to generate an association between the plurality of images with the plurality dominant personality traits;

(c) correlating the association of the images and traits with the adjectives to generate an image adjective profile;

(d) creating brand visual characteristic by plotting the association on a perceptual map, the perceptual map having a plurality of axes that are exclusive and differentiated; and

(e) abstracting a design from the plot and the image adjective profile to create a brand visual identifier.

19. (Currently Amended) A series of appliances, wherein the appliances include at least one of a washer, dryer, refrigerator, freezer, oven, stove, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven, the series of appliances comprising:

a first appliance having an appearance with a visual characteristic correlated to a predetermined product personality, the product personality established by creating a perceptual map having a plurality of axes that are exclusive and differentiated; and

a second appliance having an appearance with a similar visual characteristic correlated to the product personality, the similar visual characteristic including at least one of a panel, frame, top, bottom, rollers, stand, contour, dispenser, plating, pan, icon, graphic, color, texture, display, LED display, lever, tray, shelf, bar, lighting, switch, door, handle, knob, button, dial, siding, backing, interior, façade, and shape.

20. (Canceled)

21. (Canceled)

22. (Canceled)